

**INTERNATIONAL TRADE EXHIBITION for the REBUILDING of IRAQ**  
**8 – 11 May, 2006**

Dear Industry Specialist:

Kallman Worldwide, Inc., together with the IFP Group Ltd., invite you to participate in **REBUILD IRAQ 2006**, the 3<sup>rd</sup> International Exhibition and Conference program for firms seeking to play a role in the reconstruction and growth of the Iraqi infrastructure and commerce. The four-day event takes place May 8-11, 2006 in Amman, Jordan, the acknowledged gateway to Iraq, and the scene of several successful tradeshows targeting the emerging Iraq market. Among them are the hugely successful **REBUILD IRAQ 2005**, and **OUTREACH 2004**, organized by Kallman Worldwide.

The upcoming show has the full support of the U.S. Department of Commerce as well as the U.S. Embassies in Amman and Baghdad, who have termed "**REBUILD**" as "an ideal trade forum and meeting place bringing together buyers, manufacturers, suppliers and contractors". Amman is home to more than one million Iraqi ex-pats who form the foundation of business and service conduits directly to Baghdad and the major commercial centers in Iraq. The Jordanian capital offers easy access, ample hotel and visitor amenities and a supportive, business-friendly local government.

The 2005 **REBUILD IRAQ** exhibition attracted almost 1000 exhibitors from 44 countries. They presented their products and services to over 13,000 trade visitors drawn from 50 countries. Expectations for the upcoming show exceed those figures and all but guarantee a spectacular event.

U.S. manufacturers supplying all phases of the construction, oil and gas, water treatment and delivery, power generation and distribution, communication, agriculture, food and beverage industries will find a ready market as these sectors seek to regain normal operating conditions. Educational materials and computer equipment, as well as hospital supplies, equipment and fixtures, home furnishings and appliances are equally in demand as the economy improves and stability returns to the war-torn country.

Building on our 40+ years of international trade fair experience, Kallman Worldwide will organize a U.S. International Pavilion, providing a turnkey stand package that relieves you of all tedious detail and concerns. The package provides a hardwall stand with fascia/header with company identification, full carpeting, lights, basic furniture and daily stand cleaning. Our complimentary Concierge Service™ helps you to upgrade the stand and put your company's unique "personality" into your presentation at **REBUILD IRAQ 2006**. Kallman Worldwide is also your point of contact should you prefer to exhibit in the show at large. Please look over the enclosed detailed material and share any questions on any aspect of your participation with me. Hoping we can welcome you to Amman in April, I add

Most friendly greetings,



Giles Hazel  
Show Manager



**Kallman Worldwide, Inc.**  
4 North Street, Suite 800 Waldwick, NJ 07463 USA  
Tel: +1 (201) 251-2600; Fax: +1 (201) 251-2760  
gilesh@kallman.com; www.kallman.com

# INTERNATIONAL US PAVILION

## EXHIBIT PROFILE

### Be a Key Player in the World's Greatest Reconstruction Effort

REBUILD IRAQ 2006 will highlight the most ambitious reconstruction project of our time. It will be the largest and most comprehensive Iraq reconstruction trade event ever held. Traders eyeing Iraq's huge reconstruction process and the billions of business dollars it is generating will be able to display their products. REBUILD IRAQ 2006 will underscore the vast scale of reconstruction needs in Iraq.

Key Sectors exhibiting are:

Construction, Power & Electricity, Oil & Gas, Agriculture & Water, Health and Education, Telecommunications & Information Technology as well as general products, goods and services.

## U.S. PAVILION AMENITIES

The U.S. International Pavilion includes a number of amenities that are designed to enhance your exhibiting experience. Along with the pre-show and on-site service of Kallman Worldwide's knowledgeable staff, all of our clients will enjoy the following complimentary services:

- Exhibitor Lounge with complimentary refreshments
- Business Centre with multi-lingual interpreters
- Conference rooms for private meetings or sales presentations
- U.S. VIP Reception attended by exhibitors and local dignitaries
- Listing in the U.S. International Pavilion Directory – Internationally distributed by Kallman Worldwide and the U.S. Government in advance of the show as well as on site

Kallman Worldwide is working closely with the U.S. Department of Commerce's Foreign Commercial Service (FCS), who will have trade specialists from Baghdad and Amman on-site to brief companies and arrange one-on-one meetings on how to most effectively become involved in doing business in the new Iraq as well as Jordan. Exhibitors will also be able to meet and appoint Iraqi, Jordanian and other Middle East agents and distributors during the show. The FCS Industry Specialists are excellent resources with years of in-country experience, who are able to provide market analysis and predict market trends that savvy international marketers have come to rely on.



# EXHIBITING OPTIONS

# REBUILD IRAQ2006

## Space Only

For companies wishing to build their own corporate display the U.S. International Pavilion offers "space only" areas ranging from 36m<sup>2</sup> and up. Use your own stand contractor or let Kallman Worldwide's *Concierge Services™* work with you from concept to design, set-up to tear-down.

US \$425m<sup>2</sup> (36m<sup>2</sup> +)

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## Turn-Key Stands

A high-impact design, easy and affordable, the Pavilion Turn-Key Stand package allows you to focus on your clients while Kallman Worldwide takes care of the exhibit details.

Turn-key stands come complete with:

- Hard-wall display
- Company identification
- Furniture package including: conference table; four chairs; lockable sales counter; literature rack and waste bin
- Wide variety of optional furniture also available
- Daily cleaning
- Lighting

US \$550m<sup>2</sup> (Starting at 2mx3m)

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## Upgraded Turn-Key Stands / Custom Builds

Kallman Worldwide's *Concierge Services™* will work with you to modify the existing turn-key stand design to your specific requirements. Integrated private conference rooms, video walls, specialized signage or color scheme, and upgraded furniture packages are among the many ways Concierge Services can make your exhibit stand out!

Starting at US \$550m<sup>2</sup> (upgrades quoted upon request)

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## Pavilion Catalog Display

If participating directly at Rebuild Iraq 2006 is not possible, you needn't miss the branding and lead generation opportunity. Located in a high-traffic area the Catalog Display is staffed by experienced personnel who hand out your material and collect business leads that are sent directly to you.

Program Participation US \$500 for 150 catalogs



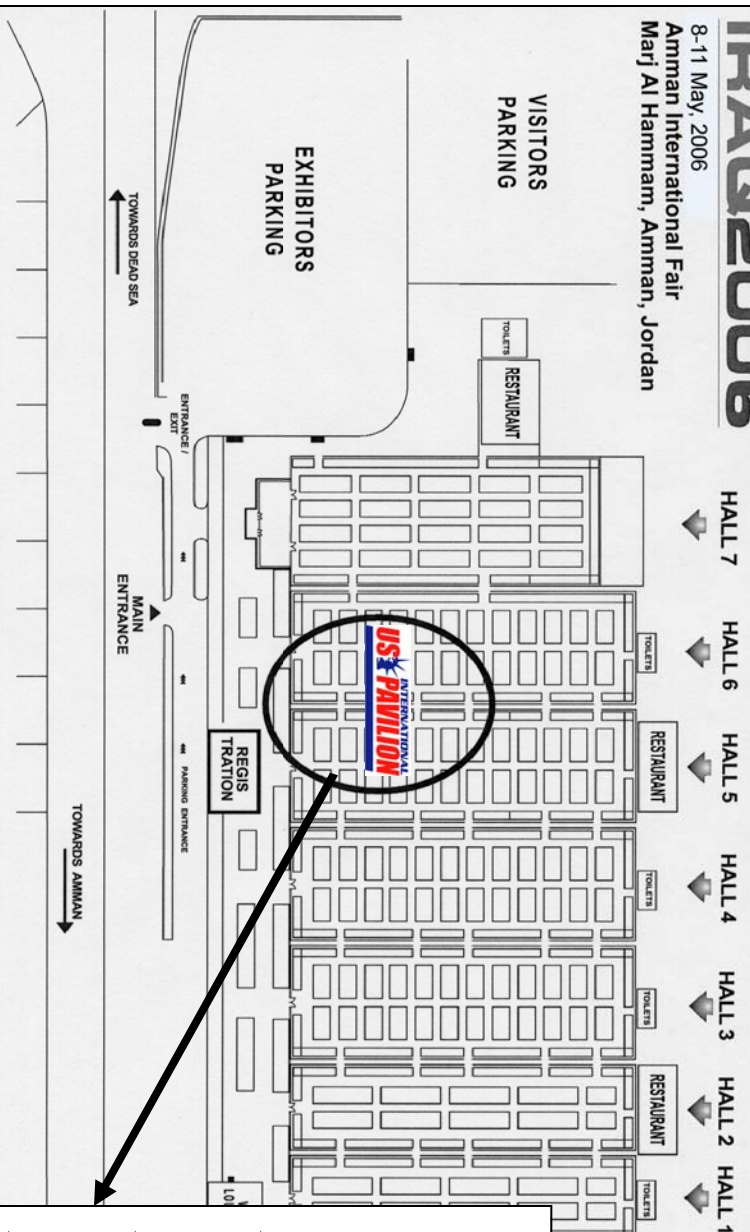


# REBUILD IRAQ 2006

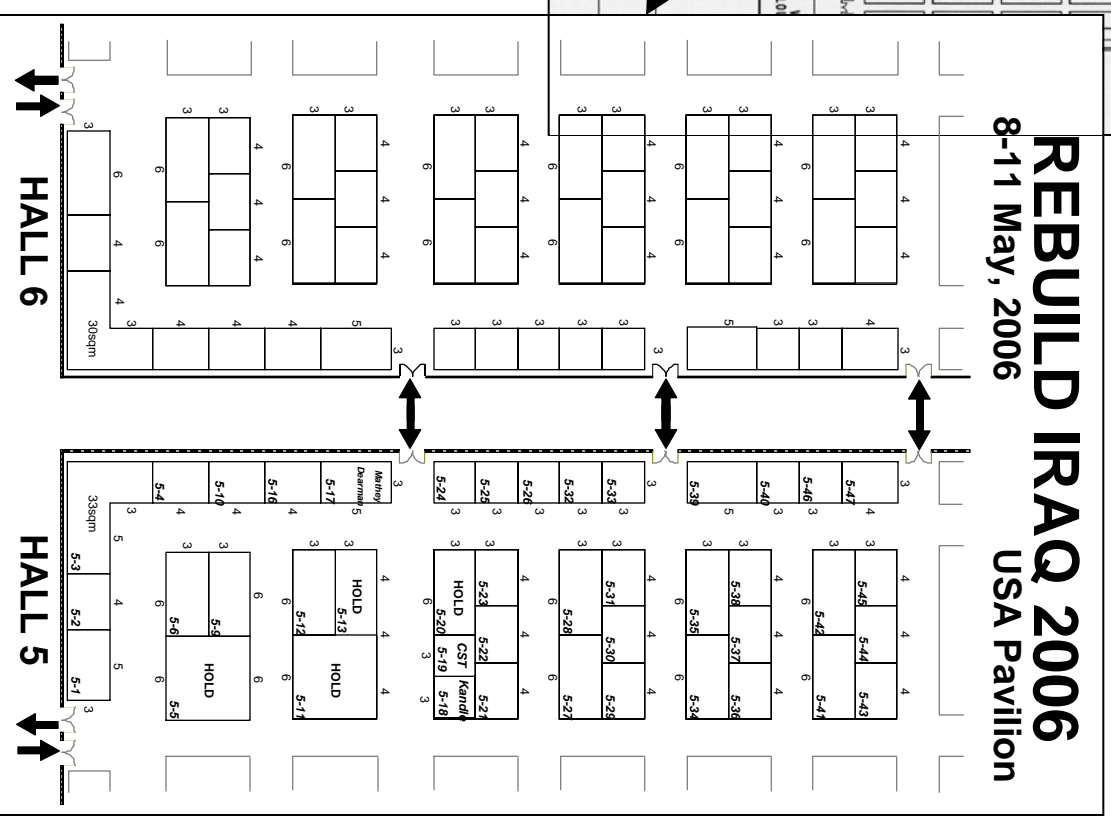
8-11 May, 2006  
Amman International Fair  
Marj Al Hammam, Amman, Jordan

# GENERAL SITE PLAN

**31,200 Sq.m Gross Covered Exhibition Area**



**REBUILD IRAQ 2006**  
8-11 May, 2006  
USA Pavilion



The U.S. International Pavilion at REBUILD IRAQ 2006 will be one of the largest national groups in the show. The pavilion is designed to accommodate U.S. companies, their agents and distributors. For an up-to-date plan including available space, please contact Giles Hazel at Kallman Worldwide, Inc.



**Kallman Worldwide, Inc.**

4 North Street, Suite 800  
Waldwick, NJ 07463 USA

Tel: +1 (201) 251-2600; Fax: +1 (201) 251-2760

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# Stand Application & Contract Form

US International Pavilion at Rebuild Iraq 2006

May 8 – 11, 2006 / Amman, Jordan

The company, as described below, hereinafter referred to as "Exhibitor", applies for participation in the US International Pavilion at Rebuild Iraq 2006, at Amman, Jordan organized by Kallman Worldwide, Inc. hereinafter referred to as "Management".

**REBUILD  
IRAQ2006**

## 1 Exhibitor (Company) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## 2 Person Responsible for Exhibit Planning: \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_ Email \_\_\_\_\_

## 3 Requirements

### A. Space Requirements

☐ Turn-key Booth \_\_\_\_\_ m x \_\_\_\_\_ m = \_\_\_\_\_ m<sup>2</sup> X \$ 550 /m<sup>2</sup> = US\$ \_\_\_\_\_

☐ Space Only (36m<sup>2</sup>-80m<sup>2</sup>) \_\_\_\_\_ m x \_\_\_\_\_ m = \_\_\_\_\_ m<sup>2</sup> X \$ 425 /m<sup>2</sup> = US\$ \_\_\_\_\_

☐ Space Only (81m<sup>2</sup>-over) \_\_\_\_\_ m x \_\_\_\_\_ m = \_\_\_\_\_ m<sup>2</sup> X \$ 375 /m<sup>2</sup> = US\$ \_\_\_\_\_

☐ Mini-booth, 6m<sup>2</sup> \_\_\_\_\_ each \$ 3,600 = US\$ \_\_\_\_\_

☐ Catalog Display \_\_\_\_\_ \$ 500 = US\$ \_\_\_\_\_

**B. Total Amount Due** **=US\$** \_\_\_\_\_

**4 PAYMENT SCHEDULE:** Payment in full is due with application. No exhibit space will be confirmed until this application and payment is received by Kallman Worldwide. Make checks payable to Kallman Worldwide, Inc.

**5 CANCELLATION POLICY:** Because we base our irrevocable space & rental commitment on your participation commitment, your deposit of 50% of the total participation fee is non-refundable. If a cancellation is made, the following guidelines will apply (a) written notification of the intention to cancel received more than 120 days before the Opening Day of the show will result in a refund of 50% of the total, less a \$100 handling fee. (b) Written notification within 120 days of the Opening Day of the show will result in a forfeiture of all payments. If cancellation occurs within 120 days of Opening Day, and you have reserved Space Only, you are responsible to build on this space. See Terms and conditions for further details.

**6** We, the undersigned, hereby apply and agree to comply with the Terms and Conditions as printed on the reverse side of this application. The person(s) signing this document expressly represents to Management that (s)he is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges that (s)he has read and accepts the terms as set forth on both sides of this Stand Application & Contract Form.

Signature \_\_\_\_\_ Title \_\_\_\_\_

Print Name of Signing Authority \_\_\_\_\_ Date \_\_\_\_\_

## Four easy steps to apply

**1** Read Terms & Conditions of Participation on reverse side.

**2** Complete and sign the Stand Application & Contract Form.

**3** Select Payment Method

☐ **Check** payable to Kallman Worldwide, Inc.

☐ **Bank Transfer**  
Beneficiary  
Kallman Worldwide, Inc.  
Acct #94127 56200  
ABA 0260-0959-3  
(CHIPS #0959; SWIFT  
BOFAUS 3N)  
Bank of America  
Waldwick, NJ Branch

**4** Send ORIGINAL application with payment documentation to:

**Kallman Worldwide, Inc.  
4 North Street, Suite 800  
Waldwick, NJ 07463  
USA**

Tel: 1-201-251-2600  
Fax: 1-201-251-2760  
info@kallman.com  
www.kallman.com



# Stand Application & Contract Form

## Terms and Conditions of Participation

### US International Pavilion at Rebuild Iraq 2006

May 8 – 11, 2006 / Amman, Jordan

Upon acceptance of your completed Stand Application and Contract Form and stand deposit, the following Terms & Conditions will be in effect and are subject to such additions or changes as may be made by Kallman Worldwide, Inc., in the Exhibitor's Manual. Exhibitors will be advised of any changes or additions.

PLEASE KEEP A COPY FOR YOUR RECORDS

The following conditions as well as rules and regulations laid down by the show organizers, are part of the Participation Agreement made through this signing of the "Stand Application and Contract Form", as though fully incorporated therein, and each participant, hereinafter referred to as Exhibitor, is bound by each and every one thereof.

Kallman Worldwide, Inc., hereinafter referred to as Management, undertakes within the framework of the offer submitted to carry out the project described in the US International Pavilion at Rebuild Iraq 2006 sales package, on the condition that the requisite number of Exhibitors apply.

**Space Assignments:** Management and the show organizers have the sole authority to assign, reassign and allocate exhibit space. Management reserves the right to accept or refuse applications for any reason and confirmation of participation is made solely by Management. No assignment will be official until a completed application and the proper deposit has been received and accepted by Management. The location and layout of the US International Pavilion are subject to change at the sole discretion of the show organizers. The floor plan of the pavilion may also change to fit the total space demand. Space numbers printed in the Pavilion floor plan are for pavilion use only. Exhibit space numbers may subsequently be assigned to the US International Pavilion by the show organizers at a later date.

**Exhibitor agrees** to provide their own property and liability insurance, to make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management. Exhibitor agrees to keep a fully equipped, manned stand in the US International Pavilion at all opening hours throughout the show. Should an Exhibitor's stand be left unattended, Management may make provisions to equip and staff the stand at the Exhibitor's expense. Exhibitor also agrees to take responsibility for all costs for shipping, duties, and handling of all its own printed materials and shipped items, and the removal of said material from the exhibition site after the event. Management has the right to have any material left by an exhibitor removed after the close of the show at the Exhibitor's expense.

**Sharing of Stand:** Exhibitor agrees not to share or sublease the contracted space or stands without the express, written consent of Management. In cases where Exhibitor has co-exhibitors within its exhibit, the primary Exhibitor will be responsible for all the group's payments.

**Liability:** The Exhibitor agrees to indemnify and hold harmless the Management, the Show organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omissions in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expense, including, without limitation, attorney's fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.

**Payment Schedule:** Space applications will be invoiced 100%. No exhibit space assignments will be made to companies who have applied but not paid for space in full. The cancellation policy listed below will apply in that case.

**Cancellations:** Because Management bases an irrevocable space & rental commitment on Exhibitor's participation commitment, the deposit of 50% of the total participation fee is non-refundable. In the event the Exhibitor seeks to cancel all or part of this contract, Exhibitor may only do so by giving written notice by certified mail, return receipt requested. If a cancellation is made, the following guidelines will apply (a) written notification of the intention to cancel received more than 120 days before the Opening Day of the show will result in a refund of 50% of the total, less a \$100 handling fee. (b) Written notification within 120 days of the Opening Day of the show will result in a forfeiture of all payments. The cancellation fees are considered to be liquidated damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situations, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence. If cancellation occurs within 120 days of Opening Day, and you have reserved Space Only, you are responsible to build on this space.

**Force Majeure:** In the event of fire, war, inclement weather, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the US Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is herewith expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any ground or for any reasons whatsoever.

**In the event that the show is Certified by the U.S. Government, then the following clause also applies:** The exhibitors and their companies, on behalf of themselves and any of their officers, employees or agents, agree to release and hold harmless the U.S. Government from liability for any illness, injury, loss of life, or damage or loss of property occasioned by or connected with participation in the trade fair, and not arising from the negligent or wrongful act(s) of Government employees.